



# Commissioning Original Reflective and/or Computer-Generated Illustrations





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# Administration of the Accountability for Original Reflective and/or Computer-Generated Illustrations for the National Park Service

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*These administrative guidelines establish the policies and procedures for the accountability of artwork procured by or through Harpers Ferry Center or NPS Units on behalf of the National Park Service.*

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## Authority and Responsibility

The Director of Harpers Ferry Center (HFC), or the Superintendent of any National Park Service (NPS) unit, is the Primary Accountable Property Officer under a directive of the Interior Property Management Regulations.

To implement these guidelines at HFC, the Director will delegate to an Art Coordinator the task of monitoring and facilitating the acquisition of new illustrations purchased through competitive or approved non-competitive purchase orders, or under the terms and conditions of Indefinite Delivery Indefinite Quantity (IDIQ) contracts for Original Reflective and/or Computer-Generated Illustrations. The Director will also delegate to a Commissioned Art Repository Manager the task of managing the inventory of all illustrations purchased by HFC or donated to the National Park Service.

## Accountability

Because most illustrations purchased by HFC and the NPS become property of the Government it is necessary to manage the acquisition of all illustrated works. Therefore all acquisitions will be coordinated with the HFC Art Coordinator. The final illustration is received and accepted by the Contracting Officer's Representative (COR) identified in the task order or purchase order. The COR must immediately, but in no event longer than 30 working days, complete the Art Documentation form, the Receipt for Property form, and the Evaluation Report on the Contractor's Performance. The Art Documentation form and the Receipt for Property form are returned to the Commissioned Art Repository Manager. The Evaluation Report on Contractor's Performance must be sent to the Contract Specialist and HFC Artwork Coordinator.

The Commissioned Art Repository Manager oversees the inventory of illustrative works that have been purchased by or donated to HFC and the NPS. Any use of existing illustrations must be recorded and confirmed by HFC Commissioned Art Repository Manager. The HFC Commissioned Repository Manager also establishes an Art Advisory Board that will determine the status of inactive illustrative works in the collection. Each NPS Unit will have their own policies for the accountability of Government Property. However, Parks should enter illustrations as Federal Property as these works are maintained as a resource that is used to educate and inform the public. If they are accessioned as Museum Property then the park gives up the ability to modify that work for use in a media product. The park must also maintain control of the property through ANCS+ and, as museum property, the work cannot be exposed to known deterioration.

## **Roles and Responsibilities for Contracts and Task Orders**

### **Project Team**

The team determines if an illustration is required to support or expand upon the interpretive message in a media project, provides the purpose and interpretive goal of the illustration, and offers content direction. The need for illustration is identified early in the developmental process so that the creative development can begin early. Always consider additional uses for the artwork beyond the immediate need, both to expand media opportunities and to amortize costs over multiple media needs.

### **COR**

The COR is a member of the project team and serves as the liaison between the project team and the illustrator, develops the scope of work along with resource and reference package, manages the contract or task order by overseeing the review and approval process with the project team and park staff, provides art direction and communicates changes and corrections with the contractor, and follows through with contract closeout by submitting the finished work, with paperwork, to the HFC Commissioned Artwork Repository.

### **Park Staff**

Park Staff work as a members of the project team to determine the purpose and interpretive goal of the illustration, provide resource and reference materials, participate fully when contractor and project team member visit park site. They review developmental stages of illustration and provide thoughtful and constructive comment to further the work and offer subject matter expertise throughout the development process. In addition, the park staff explore possible uses of illustration for additional media and/or sales products beyond the immediate need.

### **Acquisition Management**

Acquisition Management provides oversight to contracts and task orders by receiving purchase requests and modifications, facilitating negotiations with Contractors, awarding contracts or task orders and offering contracting guidance to HFC staff, NPS units, and contractors.

### **Contractor**

If directed by purchase order or task order, the Contractor may participate on the project team, provide artistic input and creative direction, produce all elements as specified in the task order or contract, respond to review comments in a thoughtful and constructive manner, and lend subject matter expertise when appropriate

## Definitions

### **Illustration**

The National Park Service uses illustrations in printed materials, exhibits, multimedia projects, and other media services to visually support interpretive themes associated with park sites. Illustrations explain natural history concepts, recreate historical scenes and contrast or compare cultural topics with the goal of providing both a visual and value-added quality to the media product in which the illustration appears. The final illustration shall be suitable for production in a variety of production techniques such as screen printing, photographic prints, four-color process printing, digital imaging, and on-screen projection. The illustration, as artwork in media products, transcends the classical definition of fine art in that each commissioned work requires strong artistic talent that is deliberate in presenting a cohesively developed relevant idea and is appropriate in composition not only for the work itself but for the media product as well. The artists are often authorities in a specialized field such as military or natural history.

### **Original Reflective Illustration**

The rendering of subject matter in traditional media — oil paint, acrylic, watercolor, pen and ink, pencil, etc. — with traditional deliverables including but not limited to thumbnail roughs, pencil sketches, and finished artwork.

### **Original Computer-Generated Illustration**

The rendering of subject matter as computer-generated, fully textured and illuminated illustrations with deliverables that include but are not limited to working files in low-resolution gray JPEG that show preliminary content, and orientation; textured JPEG files representing the look and feel of the final image; and final digital files as layered RGB Photoshop files at full size.

### **Re purposed Illustration**

Existing artwork may have an application for other NPS unit's interpretive needs, or with slight alteration, to a greater number of applications or updating of on-site conditions. Original subject matter may be physically altered under a contract to the original artist, or to a copyist of equal talent. Scans of the art may also be altered by staff designers or, under contract, by a digital manipulator of proven talent. Only artwork wholly owned by the NPS may be considered for this alteration. Work for which copyright or ownership remains with the artist first must have obtained written permission from the artist through our procurement office for any change. The change, in effect, becomes an addendum to the base contract and the terms under which the NPS may use the work.



# Procedures for the Acquisition of Original Reflective Illustration and Original Computer-Generated Illustration

*These procedures shall be used when procuring illustrations for media, whether acquired by staff of HFC, an NPS park unit, or through an outside contractor. These steps identify what needs to be done, not necessarily by whom or in what order.*

- 1 Determine if a newly commissioned illustration is needed**

This should be done at the time the visual (design) direction is determined and approved. These decisions are usually made when concept is in development as in a publication or museum exhibit or at the proposal stage as in a wayside exhibit proposal, which includes thumbnail roughs. The determination should be made as early as possible in the developmental process and acquisition begun as soon as possible.
- 2 Identify a COR member of the project team**

The COR of a task order must have art direction skills. Art direction skills include the ability to integrate images into a finished layout with text and the ability to determine and direct the content of the illustration.
- 3 Identify the purpose and interpretive goal of the illustration**

Using the Illustration Planning Worksheet and consulting with media proposals, schematics or other media directive documentation determine the purpose and interpretive goal of the illustration.
- 4 Search HFC Commissioned Art Collection database for pre-existing work**

It is the obligation of the National Park Service to consider and encourage multiple-uses of any commissioned work to maximize its value to the Government. Therefore all requests for commissioned art must first verify that nothing exists within the HFC Commissioned Art Repository that will fulfill the purpose and interpretive goal of the illustrative need. Contact the HFC Commissioned Art Repository Manager for assistance. The web address for the HFC Commissioned Art Repository <http://www.nps.gov/hfc/artwork/contents.htm>.
- 5 Contact the HFC Art Coordinator to coordinate buying a new illustration**

COR must coordinate the acquisition of any new illustration with the Art Coordinator.  
Document that no illustrations exist to fulfill the need  
Help identify the most appropriate illustrators for the needed task  
Make sure the scope of work is complete and an adequate reference package is provided  
Review and lend approval to deliverables  
Accept final deliverable for payment  
Ensure proper documentation is acquired to account for the identification of new working graphics as they are added to the HFC Artwork Repository
- 6 Develop a Scope of Work**

Use the Illustration Planning Worksheet to get started  
Coordinate contract schedule with project team and park staff  
Determine travel needs for project team member and contractor  
Recommend a payment schedule  
Develop Independent Government Estimate  
Identify available funds and account number  
Write justification for other than full and open competition

## 7 Develop a Scope of Work

The IDIQ contract for Original Reflective Illustration and Original Computer-Generated Illustration specifies that the Government shall have unlimited rights in all data delivered under the contract.

**The National Park Service should first and foremost attempt to secure unlimited use rights all illustrations purchased for the Government and the NPS.** However, there may be reasons to acquire less than full ownership and unlimited rights. The government may be able to acquire the talents and artwork by well know individuals by obtaining shared use rights for the artist and the National Park Service, but allowing the artist to retain ownership and/or copyright of the original work. When arrangements of other than full ownership are negotiated, there should be a cost benefit to the Government.

## 8 Acquisition of Illustration

Enter into Procurement Desktop

Receive and review proposals

Award Task Order/Contract

Manage Task Order/Contract

    Approve deliverables

    Approve payments

    Process modifications

Completion of Task Order/Contract

    Accept final deliverable

**HFC sign-off includes** *(HFC only):*

        COR with Park's concurrence

        HFC Art Coordinator

        Commissioned Art Repository Manager

        Contracting Officer

    Award final payment

**NPS Unit:**

Each NPS Unit will have it's own method of accepting final deliverables

All documents shall be distributed per the Acquisition Management HFC Administrative Guideline Number 5, Purchase and Accountability of Illustrations. This guideline is located at the following web address: <http://www.nps.gov/hfc/acquisition/acquisition.htm>

## 9 Contract Close-out

COR ensures the Contractor returns all Government furnished materials including deliverables the Government found acceptable. When the Contracting Officer receives the Contractors invoice, the COR will be asked to acknowledge acceptance of art and date, ask that the receiver be generated, and complete the Evaluation Report on Contractor's Performance the Receipt for Property form to document the physical location of the artwork. COR is responsible for relocating the illustration and all preliminary roughs, if available, or annotated photocopies developed by the contractor along with completed documentation. To relocate the finished illustration and supporting deliverables to the HFC Commissioned Art Repository the COR completes the Art Documentation Form and the Receipt for Property Form and submits all materials to the HFC Commissioned Art Repository Manager.



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## Worksheet for Developing an Illustration Scope of Work

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*This worksheet was created to assist in the development of a Scope of Work for new interpretive illustration. Interpretive illustration is a form of art that reveals meanings, relationships, and detail in a site-specific subject that photographs or other graphics do not. Prior to developing new art, a careful search of the existing illustrative material archived at Harpers Ferry Center (HFC) should be done. The HFC Commissioned Art Repository contains over 10,000 illustrations at <http://www.nps.gov/hfc/products/art-collection.htm>. Because the National Park Service often acquires only one-time or limited use rights for artwork, the database is not available to the public. The collection is available only through an NPS intranet log-in.*

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### Content

What is the purpose or interpretive goal of the illustration?

Provide a narrative description of the illustration:

How many and what specific human figures, fauna or flora will be shown in detail in the foreground?

How many additional figures or species will be shown in the middle or background with less detail?

What vignettes of activity are to be included in the scene? (i.e. pack rat in its nest, soldiers engaged in battle)

What architectural structures will be included?

What time of year and time of day should be shown?

What direction of view is intended?

### Style

Will the illustration be done in full color, black line or halftone?

Will the illustration be highly rendered with careful detail, or loosely rendered with less detail?

Will the illustration be rendered as traditional reflective art (i.e. paint on canvas or watercolor), or digitally?

Will there be opportunities to repurpose the illustration and, if so, will modifications be needed?

Will the illustrations be used as full-frame graphics, or small inset diagrammatic-type renderings?



## Reproduction

Final reproduction size? Width \_\_\_\_\_ Height \_\_\_\_\_ Margin \_\_\_\_\_

Original illustration size? Width \_\_\_\_\_ Height \_\_\_\_\_

Will the illustrator be providing high-resolution scans?

Yes \_\_\_\_\_ No \_\_\_\_\_

## Scan Specifications

What Color mode will the image need to be in? RGB / CMYK / Other \_\_\_\_\_

PPI: \_\_\_\_\_

File type: \_\_\_\_\_

Will the image need PhotoShop work?

## Review and Approval

Who will be reviewing and approving the illustration?

How much time will be required for each review?

## Research and Reference

Identify all deliverables for review and approval (i.e. sketches, revised sketches, color studies, scans)

Will the illustrator travel to the park? Yes \_\_\_\_\_ No \_\_\_\_\_

List Resources to be provided by the illustrator (i.e. photo shoot with models)

Will the illustrator be provided a complete reference package?

Yes \_\_\_\_\_ No \_\_\_\_\_

List the Reference Package Contents



## Request Form

*A Request Form is used when HFC staff is making a request for a search for subjects or retrieval of art from the NPS/HFC art repository. Please provide as much information as possible and indicate the priority level of your request (Urgent, Normal, or Low).*

**Product:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Requestor:** \_\_\_\_\_

**Phone/Extension:** \_\_\_\_\_

**Park or Project Name:** \_\_\_\_\_

**Priority Level:** URGENT    NORMAL    LOW

**Date Needed by:** \_\_\_\_\_

\_\_\_\_ PLEASE RETRIEVE FOLLOWING ART

\_\_\_\_ PLEASE SEARCH THE FOLLOWING SUBJECT(S) FOR AVAILABILITY

\_\_\_\_ PROVIDE COPIES OF AVAILABLE SUBJECTS

**Description of art or subject to help with retrieval:**

**Number of pieces in request:** \_\_\_\_\_

**IMS #:** \_\_\_\_\_

**Art Reg. #:** \_\_\_\_\_

**Exhibit or Graphic #:** \_\_\_\_\_

**Artist or Company name:** \_\_\_\_\_

**Medium:** \_\_\_\_\_

**Date art commissioned:** \_\_\_\_\_

**Original product:** \_\_\_\_\_

**Original park or project name:** \_\_\_\_\_



## Art Documentation Form

*The Art Documentation Form ensures complete data entry into the HFC Image Management System. This information is necessary to accurately identify and document the artwork for accountability and future use or retrieval. Art will not be accepted into the repository without proper documentation.*

Please fill out ONE form for EACH piece of art

Product: \_\_\_\_\_ HFC Art Reg. #: \_\_\_\_\_

Park or Project name: \_\_\_\_\_

Artist or Company name: \_\_\_\_\_

PO/TO #: \_\_\_\_\_ Date: \_\_\_\_\_

Price of total contract: \_\_\_\_\_

Size of art: \_\_\_\_\_ Medium: \_\_\_\_\_

Exhibit or graphic #: \_\_\_\_\_

Remarks/restrictions: \_\_\_\_\_  
(e.g. copyright restrictions)

Description of art or subject:

Keywords or phrases: \_\_\_\_\_  
(Do not duplicate description)

☐ Reflective Illustration

Transparency: YES NO

Negative: YES NO

Digital File: YES NO

File size: \_\_\_\_\_ Resolution: \_\_\_\_\_

☐ Computer-generated Illustration

Digital File: YES NO

File size: \_\_\_\_\_ Resolution: \_\_\_\_\_

Form Completed by: \_\_\_\_\_

Date: \_\_\_\_\_ Form \_\_\_\_\_ of \_\_\_\_\_

For Art Resources Management Office Use Only

**UNITED STATES**  
**DEPARTMENT OF THE INTERIOR**  
National Park Service/Harpers Ferry Center

**RECEIPT FOR PROPERTY**

NUMBER		DESCRIPTION (INCLUDE SERIAL NUMBERS, MODEL, ETC.)	QUANTITY	UNIT OF ISSUE	COST
ITEM	PROPERTY				
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
Issued By: (Name and Title)			Date Issued:		
It is understood that I am personally responsible for the property listed hereon and that if any of the property is lost, stolen, damaged or destroyed through my simple or ordinary neglect or negligence or gross negligence I can be held financially liable as determined by a Board of Survey.					
Received By: (Name and Title) Wade V. Myers Technical Information Specialist Office of Art Resources Management			Signature and Date:		

**RETURN ORIGINAL TO EMPLOYEE UPON TURN-IN OF PROPERTY**



## Return Form

*A Return Form is used when returning art that was previously requested and released from the NPS/HFC art repository. The purpose of this form is to standardize specific information that will help to quickly identify whether the art is to be processed or simply returned to the repository.*

**Product:** \_\_\_\_\_

**1**

IMS #:

Exhibit or graphic #:

Subject:

Original park or project:

Artist:

Transparency: Yes No

Negative: Yes No

Digital: Yes No

**2**

IMS #:

Exhibit or graphic #:

Subject:

Original park or project:

Artist:

Transparency: Yes No

Negative: Yes No

Digital: Yes No

**3**

IMS #:

Exhibit or graphic #:

Subject:

Original park or project:

Artist:

Transparency: Yes No

Negative: Yes No

Digital: Yes No

Returned to A.R.M. after use for (CHECK ONE):

\_\_\_\_Rehab or modification

\_\_\_\_Reference/resource

\_\_\_\_Material not used

New project: \_\_\_\_\_ Other: \_\_\_\_\_

Returned By: \_\_\_\_\_ Date: \_\_\_\_\_

Received By: \_\_\_\_\_ Date: \_\_\_\_\_

Total number of pieces returned this transaction: \_\_\_\_\_

Page \_\_\_\_\_ of \_\_\_\_\_